wishes to purchase additional financial assets to add to a portfolio 748, a buy ticket is generated

as explained herein with the financial parameters provided by the user, which is transmitted to

the affiliated financial institution for settlement. If the user wishes to sell financial assets from a

portfolio 750, a sell ticket is generated as explained herein with the financial parameters provided

5   by the user, which is transmitted to the affiliated financial institution for execution and

settlement.

      Functions also allow a user to convert a watch list to a portfolio 754, by

generating buy tickets for each of the financial assets that comprise the selected watch list and

recording the resultant transaction as a portfolio associated with the user, as well as transfer

10   financial assets (see generally Appendix 2.1.4.8). Users who have created multiple portfolios

may simply select financial assets from a first portfolio and transfer them into a second portfolio

758 (see generally Appendix 2.1.4.9), or transfer financial assets managed by other systems into

a user's portfolio 760. Continuing on Fig. 8, whole portfolios 804 and watch lists 806 may be

deleted from the system . When deleting a watch list 806, the system simply erases the stored

15   watch list from memory as no financial assets have actually been purchased (see generally

Appendix 2.1.4.12). Deleting a portfolio 804, however requires the system to generate one or

more sell tickets for transmission to the associated financial institution instructing that the

financial assets contained in the portfolio be sold (see generally Appendix 2.1.4.11).

      As discussed above, tickets are generated by the system when the user wishes to

20   buy or sell financial assets, 748, 750, and 804 (see generally Appendix 2.1.5). Each of these sub-

processes invokes an order generator process 808. The process receives the transaction

parameters, for example, a number of shares of stock or mutual funds to sell accompanied by an

identifier for the stock or mutual fund. These data are used to generate an order ticket for

transaction 810; the order ticket conforming to the particular format adhered to by the affiliated

financial institution executing the transaction. The order is routed across a computer network to

an affiliated financial institution for execution and settlement 812. According to some

embodiments of the invention, the process of routing orders for execution 812 comprises the

5   software tools required to execute the transaction internal to the system, for example, in

situations where the system is operated within a financial institution.

As discussed above, the portfolio management tool comprises functionality that

allows users to set and maintain alerts vis-à-vis both portfolios and the individual assets

contained therein 814 (see generally Appendix 2.1.6). When the user first activates the alert

10   processes, a default email address is provided in order to maintain an address to which alert

notices may be mailed 816. When the alert processes start, a routine is invoked to retrieve any

previously saved alerts and the status of those alerts 818, e.g., active or inactive. The portfolio

management tool provides processes to instruct the system to add 820 and delete 824 alerts, as

well as edit the parameters that instruct the system to execute an alert 822, e.g., the user instructs

15   the system to issue an alert when the price of one share of Intel Corp. falls below $70.00.

Furthermore, alerts may be deactivated without deleting the alert 830, allowing later reactivation

(see generally Appendix 2.1.6.3 through 2.1.6.5).

Users provide parameters to the system instructing it when to issue an alert, 820

and 822 (see generally Appendix 2.1.6.6). When the parameters provided by the user occur in

20   the marketplace, the portfolio management tool executes a notify user process 826 that generates

and email informing the user that the market conditions they wished to be notified of are

occurring. According to some embodiments of the invention, extended marketplace data may be

transmitted to the user to allow him or her to respond to the alert in an informed manner. The

portfolio management tool also prompts the user to reset an alert 828, which involves providing

new market or financial asset parameters under which the alert is executed.

As like most other computer-based tools, maintenance processes are provided

through which the system may be modified 832. A system administrator or other party

5   managing the system may modify existing questionnaires (see generally Appendix 2.1.7.1),

including the weighting assigned to individual questions, or provide entirely new questionnaires

and weighting systems 834. Likewise, the asset allocations assigned to different risk tolerances

836 (see generally Appendix 2.1.7.2) and one click diversification 838 may be changed as

different financial assets change their performance over time (see generally Appendix 2.1.7.3).

10   Finally, the administrator may add or remove financial assets available for purchase through the

system 840 (see generally Appendix 2.1.7.4). As explained above, flowcharts further detailing

the steps executed by each process are provided in the Appendix.

While the invention has been described and illustrated in connection with

preferred embodiments, many variations and modifications as will be evident to those skilled in

15   this art may be made without departing from the spirit and scope of the invention, and the

invention is thus not to be limited to the precise details of methodology or construction set forth

above as such variations and modification are intended to be included within the scope of the

invention.